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ABSTRACT

A preliminary study surveyed peace communication research in speech communication journals, covering the period from World War I through the late 20th century. The Matlon "Index" includes journals approved by the publications board of the Speech Communication Association (SCA) and was used in this project as the database for the period from 1915 to 1985. Selected SCA journals from 1986 to 1989 were also examined to assess post-1985 trends. Findings indicated that slightly less than one percent of the 17,826 articles published in SCA journals through 1985 seemed to fit into a broadly defined area of peace communication research. Topics were divided into several general categories including: war (the largest of the categories), diplomacy, the Soviets, conflict, United States foreign policy, the United Nations, China, protest, and single theme essays. A sampling of post-1985 research in SCA journals revealed several themes relevant to contemporary peace communication research. Findings suggest that the scope of peace communication research may be as diverse as the various definitions of peace communication. (One hundred two references are attached.) (SR)

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PEACE COMMUNICATION RESEARCH AND THE SCA JOURNALS

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PEACE COMMUNICATION RESEARCH AND THE SCA JOURNALS

ABSTRACT

This essay is a preliminary survey of peace communication research in speech communication journals. The Matlon Index was used as the data base for the period from 1915-1985. Selected SCA journals from 1986-1989 were also examined to assess post-1985 trends. Slightly less than one percent of the articles published in SCA journals through 1985 seemed to fit into a broadly defined area of peace communication research. Topics divided into several general categories including "war," "diplomacy", "the Soviets", "conflict", "US foreign policy", "the UN", "China","protest" and single theme essays. The paper concludes with some qualified observations regarding the state of peace communication research and the speech communication journals.

In 1918 Everett Lee Hunt began his Quarterly Journal of Speech article on teaching in war time wondering if conscientious teachers

> should resign to enter a more active service, protest against a military handling of culture, or make some attempt at imparting the spirit of philosophy and letters to the members of the Student Army Training Corps in their few months of college life (p. 386).

Seventy years later David Cratis Williams argued in a 1988 Journal of the American Forensic Association article that conscientious rhetorical critics

> have yet to devise a critical or philosophic perspective specifically derived from, and therefore adaptive to, the quandaries of a nuclear world; in other words, we have yet to formulate a 'nuclear criticism' (p. 194).

This paper is an initial effort to survey peace communication research in the Speech Communication journals covering the period from World War I through the "purely textual" vision (Williams, p. 203) of a late twentieth century nuclear war.

Matlon and Facciola's Index to Journals in Communication Studies Through 1985 was used as the data base for this study. Journals included in the index are The Quarterly Journal of Speech, Communication Monographs, Communication Education, Critical Studies in Mass Communication, Southern Speech Communication Journal, Western Journal of Speech Communication, Central States Speech Journal, Communication Quarterly, Association for Communication Administration Bulletin, Philosophy and Rhetoric, Journal of Communication, Human Communication Research, Journalism Quarterly, Journal of Broadcasting and Electronic Media, and Journal of the American Forensic Association. Journals were selected by the publications board of the Speech Communication Association using certain criteria for journals to be included in the index (Hickson et al, p. 231). The procedure was to determine the number and titles of articles relating to peace communication listed in the Index for the period 1915-1985.

The general index as well as the key-word index of the second, third, and fourth order entries found in the general index were used to discover articles. Initial subject topics included "peace", "war", "conflict resolution", "conflict management", "diplomacy", "negotiation", "military", "Soviet Union", "foreign policy" and "nuclear weapons". Other topics were discovered as the research progressed.

SCA journals from 1986-1989 were also examined when available for some indication of peace

communication research published during the post-1985 time period.

1915-1985

What at first seemed a monumental if not intimidating task initially proved to be absurdly simple. The Index reveals that between 1915 and 1985, speech communication journals published only two articles which qualified to be listed under even a second or third order "peace" heading. A 1962 article dealt with peace corps communication courses (Ruechelle) and the other was a 1970 article entitled "Peace on Earth: Four Antiwar Dramas of the 1930s"(Smiley).

However, as soon as it became clear that technically very little "peace communication" research existed at least as indicated by article titles between 1915 and 1985, other subject headings revealed multiple listings. Many of these articles could be considered in varying degrees to be, if not peace communication research, then at least appropriate research for peace communication scholars.

There were initially 223 articles under various general and specific topic headings that seemed appropriate for peace research. After a second examination of titles and readings of several randomly selected articles, a final list of 164 titles was compiled in several general areas. These broad topic areas were "war", "diplomacy", "the Soviets", "conflict" ,"US foreign policy", "the UN", "China", "protest" and single theme essays.

War

With sixty-two listings, "war" was the largest of the research topic categories. Sub-headings included specific wars: one article about the French War (Reid, 1974); three about the American Revolution (Weithoff, 1975; Reid, 1975 and Condit, 1985) and three about the Civil War (Quimby, 1964; Zarefsky, 1980 and O'Brien, 1961). Six articles focused on World War I specifically. These included two accounts of the "four-minute" men (Mock, 1939; Graham, 1966) and two on Wilson and the declaration of war (Carson, 1958; German, 1985). There were eight published pieces about World War II focusing on themes such as popular music and the rhetoric of continuation (Mohrmann and Scott, 1976); public address in a democracy at war (Hance, 1944) and the rhetoric surrounding the decision to drop the atomic bomb (Hikins, 1983). Three articles were devoted to Hitler including studies of the dictator as an

orator (Lambertson, 1942) and self-taught agitator (Willikie, 1966).Five essays focused on Nazis including their rhetoric (Scanlan, 1951) and their party speaker system (Scanlan, 1949; 1950).

Speech education during World War II was examined (Gullan, 1941; Westfall, 1943) as was post World War II communication (Grey, 1944). Three articles focused on the Bay of Pigs (including Prosser's 1966 study of ethical proof in the Bay of Pigs debate). Vietnam, with twenty-four articles, was the most researched "war" with articles ranging from Nixon's November 3, 1969 address (Newman, 1970; Stelzner, 1971) to amnesty (Bennett et al, 1976); the Vietnam moratorium committee (Jurma, 1982); academic protest (Martin, 1966); Lyndon Johnson's rhetoric (Smith, 1972) and the protest of American clergy (Yoder, 1969). Censorship of news in Vietnam (Moore, 1971) and Nguyen Van Be as a "propaganda hero" of both North and South Vietnam (Hoffer, 1974) were also topics of research.

A final sub-heading under the general topic of "war" was "the military" including censorship (Singletary, 1977); use of media (Kroupa, 1973) and a full sixteen articles examining the role of speech education in the military. Examples of these included studies of teaching speech at military bases (Christopherson, 1953); at West Point (Thompson, 1948); at the Naval Academy (Anderson, 1958); at the Air Force Academy (Auser and Bayless, 1967) and for foreign military officers (Garner, 1960).

Diplomacy

A second basic heading for "peace issue" related research included topics such as summits, diplomacy and international decision making. Twenty-seven articles fell into this general area. Six specifically examined international decision making including Wedge's 1966 piece on nationality and social perception and Keller's study of face-to-face international decision making (1963). In 1977 Kent and Rush published an article on international communications as a field of study.

The bulk of this research, fifteen articles, examined summitry and diplomacy. Examples of this research included a 1967 piece on the rhetoric of summitry (Mohrmann); Oliver's studies of the role of speech in diplomacy (1951) and speech in international affairs (1952); rhetoric and diplomatic training in fifteenth century Italy (La Russo, 1959) and a 1955 study reflecting on twentieth century diplomacy (Simpson).

The Soviets

Twenty-four speech communication articles from the 1915-1985 period comprised the third research area dealing with the Soviet Union and related issues. Four articles dealt with communism including a 1978 re-examination of the 1950s "witchhunt" in the Senate (Johnson and Altman). Several articles dealt with journalism in the Soviet Union. These included essays about the Soviet under ground press (Schreiber, 1978); a 1936 perspective of Soviet news in the American press (Durant) and Soviet law and the press (Levitsky, 1957).

Reports on the Soviet media incorporated views of the electronic media (Ziebarth, 1959) and advertising in the Soviet Union (O'Keefe and Sheinkopf, 1976). Essays on the Cold War focused on themes such as Khrushchev and the Berlin Wall (Altschull, 1977); and a 1957 perspective on the space race entitled "Sputnicks, Spookernicks and Sputternecks" (Palzer). Finally, there was a 1964 article which examined speech communication in the Soviet Union according to Fredrick Engles (Dance).

Conflict

Ten essays comprise this fourth general research category. Articles ranged from general theory perspectives such as Ruben's 1978 examination of a system-theoretical approach to conflict to Watkins' 1974 examination of an analytic model of conflict. Other articles included critical reviews of communication and inducement of cooperative behavior in conflicts (Johnson, 1974) and of communication and conflict (Steinfatt, 1974). In 1980, Roloff examined television, peer and parent models for pro and antisocial conflict behavior.

US Foreign Policy

Seven articles make-up the next category of research. Works in the area of US foreign policy included Sudol's 1979 study of Carter and the Panama Canal debate; Hogan's discussion of public opinion and American foreign policy (1985) and two essays by Ivie, one detailing Reagan's rhetorical stance with the Soviets (1984) and the other examining images of savagery in American's justification for war (1980). Also in 1984, Wander published his essay on the rhetoric of American foreign policy.

UN, China and Protest

Each of these topics was represented by at least two research essays from the 1915-1985 period. Five articles examined the United Nations. These essays included studies of communication problems in the UN (Prosser, 1963; Starosta, 1971); the UN Security Council (Behl, 1948) and Adlai E. Stevenson's UN audience (Prosser, 1965).

In 1976, Allen wrote an essay about the 1969-1972 US-China dialogue; Newman explored the lethal rhetoric of the China myth in 1975 and in 1977 Hoffer and Rayborn published an article examining radio and the Chinese cultural revolution.

Protest communication was studied in 1971 by McLeod in an essay on commonwealth public address and the voice of dissent. Cox addressed movement rhetoric as well as antiwar dissent from 1964 through 1970 in a 1974 article.

Other Themes

There were also several "peace related" essays which pursued single themes. Examples include Weisman's 1969 exploration of ambivalence towards war in antiwar plays; Goldzwig and Cheney's 1984 article on the US Catholic Bishops' Pastoral Letter; Ivie's 1974 exploration of presidential motives for war and Raymond's 1953 essay on the role of proverbs in tension and crises. Lomas discussed the rhetoric of Japanese war propaganda in a 1949 article; Frank examined rituals of the Israeli peace movement in a 1981 essay; Heisy critiqued the rhetoric of the Arab-Israeli conflict in a 1970 piece; Underhill wrote of speech's role in psychological warfare in 1961 and in 1946 Capel published an article on speech and the atomic age.

1986-1989

Ten articles published in speech communication journals after 1985 represent several themes relevant to contemporary peace communication research. Mechling and Auletta published their essay in 1986 focusing on "Beyond War", a contemporary anti-nuclear organization. Their study described the organization as a revitalization movement ("a deliberate, organized, conscious effort by members of a society to construct a more satisfying culture" p. 388), analyzed its messages; discussed requirements,

strategies and receptions of these messages

and examined primary rhetorical dilemmas which affected the rhetoric of the "Beyond War" organization.

Four papers were published in 1986 dealing with two themes: the Vietnam War memorial and the made-for-television film "The Day After." In his article about the Vietnam Memorial, Haines used examples from publicized speeches, newspaper reports and war poems to discuss the "mediated struggle now generating the meaning and memory of the Vietnam War" (p. 1). Foss and Littlejohn also examined the Vietnam Memorial and concluded that it might serve as a model for contemporary anti-war rhetoric because of the sculpture's ability to communicate acceptance of numerous perspectives, generate and utilize new images and focus less on ideological and ethical arguments against war and more on what war is "in its essence--death" ("Ambiguity as Persuasion..." pp. 337-8).

Foss and Littlejohn also examined the television film "The Day After" and suggested that a deep structure of irony undergirded the rhetorical vision of nuclear war in the film, concluding the "potential use of irony as an actual rhetorical strategy for social movements needs to be studied more fully" ("The Day AFter...", p. 336). Cantor, Wilson and Hoffner's essay on "The Day After" confirmed that the level of emotional upset to the movie increased with age and that children's postviewing behaviors were related to both age and degree of upset (p. 257).

In her 1987 article "'Toys of Desperation': Suicide as Protest Rhetoric" Jorgensen-Earp reported on the act of protest suicide as a form of rhetoric, of symbolic inducement. Included in her case study of protest suicides were the 1965 self-immolations of Norman Morrison, an anti-Vietnam war activist, in front of the Pentagon and, a week later, of Roman Catholic college student Roger LaPorte near the United Nations headquarters (pp. 80-1). Jorgensen-Earp concluded that protest suicide is an expressively-instrumental act prompted as a rhetorical response by an exigence of frustration with traditional methods of social change, drawing attention to the necessity of a cause and both an admonition to opponents and a rallying cry to followers (p. 91).

In 1988, Gustainis and Hahn returned to an examination of rhetoric surrounding the Vietnam War. Their examination of the rhetorical failures of anti-war protest concluded that contrary to what some believe, those who protested against the Vietnam War were not instrumental in bringing it to an end and may actually have prolonged the war and failed to sway public opinion because of various rhetorical

factors (p. 203).

In his 1988 article "Nuclear Criticism: In Pursuit of a 'Politically Enabling' Deconstructive Voice" David Cratis Williams argued that communication scholars "seem to have suffered the same numbing of critical sensibilities as the rest of the academy" and failed to deal with the nuclear threat, "the greatest self-imposed peril humanity has ever encountered" (p. 193). Williams reported on a "quick review of select academic journals in speech communication" and revealed "only a handful of criticisms which address nuclear concerns" and even those did not "in themselves grow out of consideration of our nuclear predicament" (pp. 193-4). (Williams did, however, note that "the emergence of the Peace Communication Commission within SCA should institutionalize a forum for discussion of nuclear issues at the annual SCA convention" [p. 194]). He argued in this paper that "nuclear criticism" would evolve as a method to examine nuclear texts as artifacts and a critical perspective for dissecting "nuclear fundamentalism" (p. 194) and concluded

> if the 'disease' of nuclearism is indeed a 'terminal' one, then it is incumbent upon rhetorical and argument critics, as 'wordpeople,' to diagnose the disease and to apply their energies toward its remission (p. 204).

The final two speech communication journal articles presented here seem to be moving toward the direction Williams' advocated in his 1988 essay. Both appeared in the September 1989 issue of Communication Monographs and both explored the influence of the symbolic on the physical world, particularly in terms of nuclear technology and culture. In the first of these papers, Schiappa's "The Rhetoric of Nukespeak", public deliberation was presented as both necessary and desirable in the formulation of public policy for a democracy (p. 253) and also as something "currently being eroded by communicative practices" (p. 254) such as "nukespeak", the use of metaphor, euphemism, technical jargon and acronyms to portray nuclear concepts in a "neutral" or "positive" way (p. 253). Schiappa argued that nukespeak is a dangerous "terministic screen" for both speakers and audiences, causing ignorance or underestimation of both moral and practical implications of nuclear war and concluded "the first step toward 'correcting ' nukespeak is to recognize that rhetorical critics will not have a similar 'second chance' should nukespeak's ultimate 'event' end the possibility of rhetoric, and, with it, history itself" (p. 269).

Kaufmann's article "Names and Weapons" could be considered as case study of "nukespeak" as it examined how names for weapons function symbolically to structure situations involving violence and death. The essay also demonstrated how these same symbolic strategies configure views of nuclear weaponry, facilitating their continued development and deployment (p. 273). Kaufmann concluded by noting that while it is easy to overestimate the importance of names and to suggest facile solutions to complicated problems

> symbols are important. The realm of nuclear conflict is largely symbolic; aside from Hiroshima and Nagasaki, nuclear war has been fought with words rather than weapons....Our perspective on nuclear weapons is shaped, in part, by our names...for those weapons. Names, once given, cannot be rescinded...On the other hand, the dialectical possibilities inherent in symbols provide rhetorical opportunities for opponents, as well as for advocates of particular strategic doctrines and weapons....Rather than reducing nuclear conflict to a problem of technology beyond human control, an orientation that stresses the centrality of symbols offers humanity a way to take responsibility for nuclear weapons (p. 283).

Discussion

This preliminary investigation reveals that between 1915 and 1985, not quite one percent of the 17,826 (Hickson et al p. 232) published speech communication related articles dealt with "peace" issues. The majority of these 164 titles focused on the semantic and literal opposite of peace: war. Essays ranged from a single paper about the French War to multiple articles dealing with speech education and the military and two dozen works exploring various speech communication perspectives of the Vietnam War.

Diplomacy and international decision making comprised the next most popular peace-related research area in speech communication. Most of these papers examined summitry and diplomacy from rhetorical and communication theory perspectives. Over twenty articles researched the Soviets with themes ranging from the influence of Soviet communism on Americans to Soviet use of the media and journalism strategies to the Cold War and speech communication in the Soviet Union.

Smaller numbers of articles examined conflict from theoretical perspectives and United States' foreign policies. Themes in the latter area included presidential policy and rhetoric and American justification for engaging in war. Essays about the United Nations, United States-China relations and protest rhetoric were also produced.

Individual articles were also presented about topics including antiwar theatre, speech in the "Atomic age", Japanese war propaganda, the role of proverbs in crises situations, the Catholic Pastoral letter and the Israeli peace movement.

Finally, a sampling of research in post-1985 Speech Communication Association journals revealed some current themes in peace communication research. These included two essays about the Vietnam Memorial as a means of de-constructing the Vietnam War experience and also as a model of contemporary anti-war rhetoric. "The Day After", a made-for-television film which graphically depicts the aftermath of a nuclear holocaust, was the artifact examined in two articles. One of these presented conclusions detailing how this research could be used to enhance the success of social movements generally and , by implication, the anti-nuclear movement.

Other published works from 1986-1989 addressed protest suicide, exemplified through the inclusion of two Vietnam era-cases, as a type of rhetoric. Another paper addressed the failure of Vietnam-era protest rhetoric.

The final three papers cited included a 1988 call for nuclear criticism as a new research field in speech communication. The final papers researched "nukespeak" as a potentially lethal form of speech communication and the labeling of nuclear weapons as examples of "nukespeak." These last two essays, published in 1989, could be considered "nuclear criticism" as both use speech communication methodology to examine nuclear texts as artifacts and examples of symbolically constructed realities. Furthermore, both works advocate dismantling the nuclearism world view and replacing it with, if not a nuclear-free, then a nuclear-sane rhetorical vision.

This essay is not an all-inclusive account of every peace-related article published in speech communication journals from 1915 to the present. First, such a task would be physically (if not psychologically) intimidating. Secondly, even if every single article in every single speech-communication related journal (including those not listed in the Index) was read and meticulously

abstracted, there would still probably be different lists according to who was doing the abstract. For example, one researcher might consider any article with a focus on any aspect of war--from battle strategy to speech training for the soldier--to be diametrically opposed and so irrelevant to any legitimate study of "peace." Conversely, another critic might find topics this essay treated as only tangential to peace communication research--such as interpersonal concepts of positive regard and perception of other--far more relevant to the field.

Accordingly, only tentative observations regarding the state of peace communication research in the SCA journals are offered here. First, despite the dearth of "peace" titled articles, peace communication research has been alive and well since the early part of the century. What these articles seem to reflect is the historical context and so the critical bias of the researchers at the time of their writing. For example, it is not surprising that during World War I, educators in general and speech communication teachers in particular, were concerned both in their classroom behavior and scholarly activities, about how they should behave in time of war. Nor is it surprising that much of the "peace" research in the 1940s focused on the Second World War and, from the late 1960s on, focused on the Vietnam War. It is also interesting and probably understandable from this perspective as well, that most of the sixteen essays addressing speech communication education and the military were published in the 1950s.

Second, two historical events seem to have triggered a "new direction" in peace-related communication research. The atomic bombings of Hiroshima and Nagasaki in 1945 and the Vietnam War two decades later seems to have altered at least some research perspectives to increased advocacy of particular "peace" rather than "war" or at least "pro-peace" rather than "pro-war" positions. For example, writing during World War I, Hunt perceived the role of the speech educator as one of preparing students to fight "to create a better world" (p,. 393) while in the introduction to his 1952 essay "Speech in International Affairs" Oliver observed

> The twentieth century has been distraught by forty years of war. Instead of building a foundation for peace, the fighting has introduced new techniques of destruction: atom bombs for a 'hot' war; propaganda and subversion for a 'cold ' war. Presumably no one will deny that the traditional approaches of diplomacy are inadequate....Changing

> conditions require that at least equal emphasis be placed hereafter upon the development of consummate skill in various forms of speech (p. 172).

And in 1983, concluding his work on "calcifying rhetorics" in such geopolitical events as the Hiroshima bombing, the Cuban missile crisis, American bombing of North Vietnam and the Soviet-American arms race, Hikin argued

> In an age in which science has rendered the consequences of nondiscursive conflict egregious on a scale hitherto unimaginable, political leaders would do well to abjure discourse of the kind represented by the rhetoric of unconditional surrender (p. 400).

Conclusion

The results of this preliminary investigation suggest that the scope of peace communication research may well be as diverse as the definition of peace communication or even peace itself, ranging from detached studies of successful Nazi propaganda to impassioned pleas from some who believe criticism and advocacy in an age of nuclearism can no longer morally be separated. This diversity may be bothersome particularly if peace is narrowly conceived as primarily "conflict resolution" or only as "rhetoric which advocates an anti-nuclear position" or the like.

In 1986, Cox observed a wide variety of concrete problems associated with peace but did not argue for any particular concrete solutions. He did argue for re-thinking peace as more than absence of conflict, as more than a state of rest, as a multi-faceted humane action, as an on-going series of various levels of activity. People will have to learn to view differences as pieces of a shared problem rather than as conflicts in a situation of opposition. We will have to find ways to deal with each other by cultivating voluntarily shared commitments to expressions, projects and practices...so far as the international scene goes, there is no other way except the peace that is a way" (pp. 193-4).

It is suggested in the 1987 Educator's for Social Responsibility book Perspectives: A Teaching Guide to Concepts of Peace, that there are a number of levels of peace: personal, social, national and international and ecological, all interrelated and all important. In this view, international treaty negotiators may be "peacemakers" but so many individuals who live by values of humaneness and justice, attempting to "create a better and more peaceful world within their family, workplace or neighborhood" (

p. 17). If communication scholars participate in essentially the same vision as Cox and ESR, a diverse concept of peace is not troublesome. Peace becomes multi-faceted, creative, humane acts of shared expressions, projects and practices to "better our common lot" (Cox, p. 199); peace communication becomes symbolic behavior which in any way cultivates these share expressions and peace communication research simultaneously becomes the study and invention of such humane expressions. In this way, peace communication research may itself becomes an act of peace. Certainly, at least some of the published essays in almost eighty years of speech communication scholarly activity belong in this category.

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